Iowa WIC Program 1-800-532-1579



Your child has you. And you have WIC

Bureau of Nutrition and Health Promotion

Friday Facts

Week ending Issue: August 19, 2011 - Issue # 112

Policy

From the WIC Services Policy and Procedure Manual — 380.70 Breastfeeding Peer Counseling Programs in Iowa

All WIC breastfeeding peer counseling programs initiated in Iowa after October 1, 2006, will be consistent with the policies and protocols described in the FNS Model for a Successful Peer Counseling Program and will use the training materials developed by Best Start Social Marketing. This includes programs funded by the local agency WIC administrative grant and programs funded by other sources (e.g., community grants, foundation grants, etc.).

This policy is intended to support the development and maintenance of successful breastfeeding peer counseling programs that provide consistent and quality services to Iowa WIC participants.

The FNS model describes adequate management support as follows:

- Appropriate definition of peer counselors as described below:
 - Paraprofessional,
 - Recruited and hired from target population, and
 - Available to WIC clients outside usual clinic hours and outside the WIC clinic environment:
- Designated breastfeeding peer counseling program managers and/or coordinators at State and local level;
- Defined job parameters and job descriptions for peer counselors;
- Adequate compensation and reimbursement of peer counselors;
- Training of appropriate local peer counseling managers and clinic staff by the State agency;
- Develop and implement standardized breastfeeding peer counseling program policies and procedures at the State and local levels;
- Adequate supervision and monitoring of peer counselors; and
- Establishment of community partnerships to enhance the effectiveness of the peer counseling program.

EBT Update

At the contractor's meeting on the 30th, Brandy Benedict will be discussing the status of the EBT feasibility study. There will be time allotted for contractors to both update themselves on the status of the project and ask questions. **Attached at the end of the Friday Facts** is a list of comparisons of both the on and off line systems. This list was pulled from the Power Point presentation currently underway with vendors throughout the state. Look at the comparison and think of the different scenarios you encounter during clinics and consider how each system would work. Keep in mind that the goal of a feasibility study

is to conclude which system is best for agencies, vendors, and the budget. Any information that can be gathered will help with the decision.

Pat Hildebrand will be doing follow-up calls with all of the agencies who currently have disconnected clinics to determine if being connected is a possibility. Many of the decisions about being connected or disconnected were made in 2006. Currently, with the availability of air cards and improved internet access, being connected might not currently be as difficult. Some agencies have mentioned relocating clinics if the option of being connected would be advantageous.

Dates to Remember

2011

- August 30, 2011 WIC Contractors' Meeting
- October 7 Advisory Committee Meeting
- October 24 & 25, 2011 NETC
- January 31, 2012 WIC Contractor's Meeting
- March 29-30, 2012 Maternal and Breastfeeding Nutrition Core Workshops
- August 21, 2012 WIC Contractor's Meeting
- August 29-30, 2012 Infant and Child Nutrition Core Workshops
- October 30, 2012 Communication and Rapport Building Core Workshop

Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Enfaport Lipil	23 – 8 oz cans (ready-to-feed)	9/1/2011	Johnson County WIC	Chuck Dufano @ 319-356-6042
Neocate	4 cans – 14 oz Powdered	10/2011	Webster County	Kathy Josten @ 515-573-4107
Neocate	19 cans – 14 oz powder 30 cans – 14 oz power	11/19/11 1/8/12	Rosebud WIC	Lucy Reifel @ 605-747-2617
Similac PM 60/40	3 cans	10/2012	Johnson County Public Health	Chuck Dufano @ 319-356-6042
Pediasure Enteral w/Fiber	100 cans - 8 oz RTU		New Opportunities	Sharon MacDonald- Williams @ 712- 792-9266

EBT Technology		
Offline	Online	
Uses smart cards that maintain benefit	Uses magnetic stripe cards to access account	
information on the card	information on the EBT host system	
Transactions occur between the card and the	Transactions occur real-time between the retail	
retail system	system and the EBT host	
A "daily" claim file is transmitted to the EBT	The EBT host system determines the settlement	
settlement server for processing payments	amount base on transactions that occurred	
	during a set timeframe	

EBT Card Technology		
Offline	Online	
Contains a microchip with an operating system,	Used widely in the financial industry (credit,	
software programs and storage	debit, SNAP EBT)	
Fully programmable – can store, update and	Use to access an account, limited information	
process information	encoded on the magnetic stripe	
Capable of handling complex encryption		
algorithms		

EBT Card Issuance/Replacement		
Offline	Online	
One card assigned per household	Multiple cards can be assigned to a household	
Deactivated cards are added to a hot card list (HCL) distributed to vendors	Card replacement immediately links any remaining benefits in the household account to	
Cardholders must come to the clinic to receive	the replacement card Replacement card can be mailed to the	
replacement card	participant or it can be issued immediately in	
48-hour waiting period for replacement card	the clinic	

Benefit Issuance		
Offline	Online	
Benefits transmitted to smart card, central	Benefits are posted to a central database over	
database updated through batch process	telecommunications lines	
No telecommunications is required to complete	Requires telecommunications from clinic to host	
	system	
Requires smart card reader/writer	Requires availability of host system	
Requires physical presence of card at issuance	Card is not required to be present when changes	
and if benefits are changed requires presence of	are made and benefit changes do not require	
card	presence of card	

EBT - Redemption		
Offline	Online	
The transaction occurs between the retail	The transaction occurs between the retail	
system and the chip on the card	system and the EBT host system	
The retail system does not need to access the	The retail system must be able to access the EBT	
EBT host system at the time of the transaction	host system at the time of the transaction	
The retail system sends a batch file of all	Processing on the host system occurs in real-	
transactions once a day to the EBT host system	time	
to update account balances and determine	No daily batch file required, settlement based on	
settlement amounts	transaction submitted throughout the	
	processing day	

EBT - Settlement		
Offline	Online	
Claim files are uploaded each day to a central server where they are processed, reconciled, not to exceed (NTE's) applied and the vendor reimbursement is generated	Settlement is calculated as each transaction is processed	
Settlement generally occurs within 48-hours for only those transactions that are successfully uploaded	Based on a system end-of-day process, retailer may be reimbursed electronically the next business day for approved transactions prior to daily cut-off	
Settlement is usually deposited to each store's bank account	Settlement is deposited to store's bank or intermediary processors may provide retailers with a combined settlement	

EBT – Security		
Offline	Online	
Uses PIN security to access benefits	Uses PIN security, encrypted for transmission and checked at host	
Requires presence of card to select or change PIN	PIN can be selected and changed remotely using a telephonic interface	
State agency must manage key encryption process for State, clinic and retail equipment	State agency must manage key encryption process for State, clinic and retail equipment	